



meetings & incentives  
WORLDWIDE, INC.



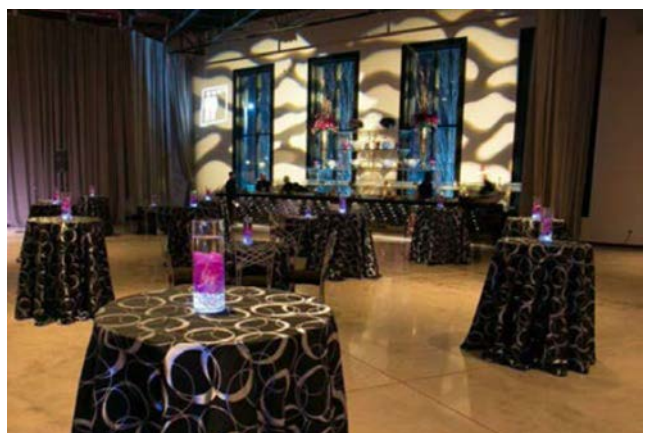
**EXTRAORDINARY  
EVENTS  
CALL FOR  
EXTRAORDINARY  
DESIGNERS**



# SPACES REIMAGINED

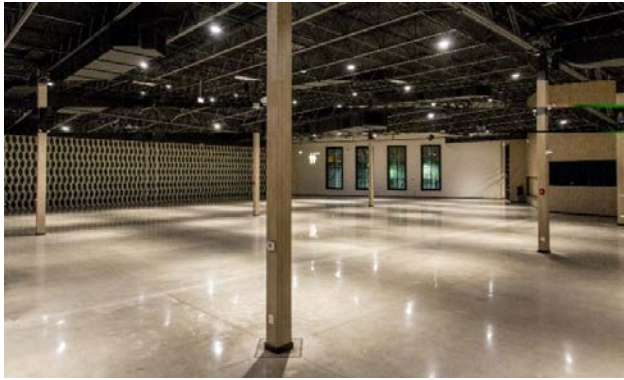
At M&IW, we believe live meetings and events transform organizations. And, we know that the better the experience – the more magic that takes place. Ours is NOT a cookie-cutter approach. We start with a blank canvas, add color, and paint your vision. We will partner with your team to create the perfect look and feel to “WOW” your attendees and make them feel incredibly special.

In collaboration with our décor and lighting partners, our event designers will create a space that will reflect your brand and purpose of the event. We will leverage our experience of venues, expertise in creating unique experiences, and industry relationships to provide you with creative examples to narrow in on the design and theme that hits the mark and meets your budget.





# BEFORE AND AFTER





# FULL TRANSFORMATION – THE BIG UNVEIL





# EVENT DÉCOR & THEMING

Small touches can make a big IMPACT. Every detail of your event décor, theming and staging is carefully thought-out and flawlessly executed. Our event designers work in concert with your program management team throughout the entire lifecycle of the event so that nothing is left to chance.

Additionally, you have confidence that our program managers are savvy negotiators and will ensure you get the best pricing and service for your investment. Documented cost savings and cost avoidance reports will be provided at the conclusion of the event.





# EXECUTIVE PRODUCTION SERVICES

At every event, what happens on the stage is the center of the program. M&IW's executive production and audio visual management capabilities ensure your event will feature a clean, professionally produced program. Our Executive Producer alongside the entire technical production team has perfected the art of turning your program goals and objectives into an engaging stage performance.

## Stage Set / Technical Requirements Design

- Program Run of Show
- Production Schedules
- Cue-to-Cue
- Call of the Show
- Stage Management
- Audio Visual Equipment Vendor Sourcing
- Contract Negotiating and Management
- Technical and Client rehearsals
- Script Writing
- Media Production and Management
- PowerPoint, Video Production and Graphic Design



# CAPABILITIES & CREATIVE SERVICES

As a full-service meeting, event incentive and conference management company, we offer professional design, décor, creative services, and production services for our valued clients. Depending on the scope of the specific project, a typical team would also consist of a technical director, scenic designer, video producer, lighting design, graphic artist, art director, content coordinators, and production assistants.

Creative event services include project management, creative and strategic development, pre and post-show communications, graphic and branding design, stage design, message development and writing, presentation support, audio visual management, and on-site support.

## Creative Director/Strategist

Responsible for driving the creative concept:

- Creative Conception
- Creative Strategy
- Creative Discovery and Research
- Theme Rationale
- Art Direction
- Theme Development

## Executive Producer

Responsible for all AV and production:

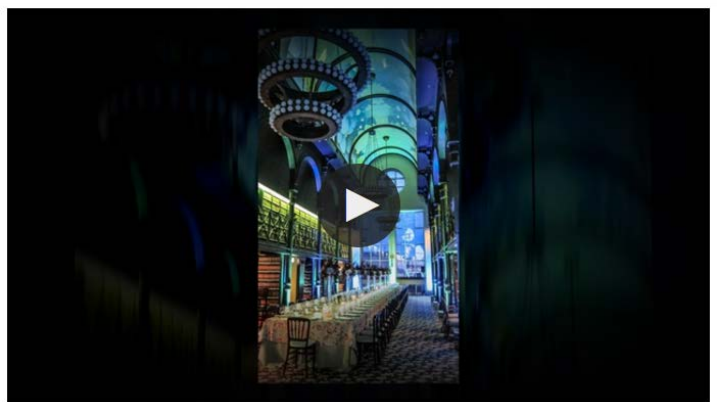
- Stage Set Design
- Audio Visual Management
- Show Flow Design and Management
- Production Schedule
- Manages Onsite Technical Lead
- Entertainment Management

## Creative Team Support

Responsible for creative development and design:

- Scenic Design
- Theme Activation
- Décor and Lighting
- Program Design

We like to familiarize ourselves with the way your internal team likes to engage. We are accustomed to working at all levels of our clients' organizations. In particular, we have a deep history of working closely with top company executives to coach and prepare them for each event including presentation coaching and other areas where the utmost professional care is required.



Click the Image to Read our Recent Blog on *Dissecting Event Design* and View our Event Highlights Video

# CREATIVE PROCESS FLOW



## **Kick Off Meeting**

Our process begins with a 'getting to know you' meeting. Essentially, learning roles and responsibilities, any client operational guidelines, program objectives, deliverables, timelines, etc.

## **Identify & Confirm Objectives & Deliverables**

We outline the deliverables and capture the objectives into a production schedule.

## **Research & Discovery Phase**

A 'full immersion' and research of the company, the leadership, by way of anything we can find or anything the client provides: audits, surveys, interviews & focus groups.

## **Event Designer and Creative Team Engaged**

Next, we employ multiple approaches by assigning several team members (creative directors, writers, visual designers, graphic artists) to come up with strategic concepts, themes, theme rationales, theme extensions and visual designs.

## **Creative Options and Rationale Delivered to Client for Review**

A creative theme rationale is delivered to the client for review, discussion and theme selection. We refine our concepts based on feedback and continue this process by engaging the creative team if necessary until the theme and graphic concept meets the client's expectations.

## **Client Approves Creative Theme**

We work until what we have evolves into the ultimate solution.

## **Theme Finalized**

Theme is finalized and communicated to the team to activate.

## **Theme Activated**

Finally, we visualize the various ways the theme would work in various outputs, like print, digital media, scenic and messaging and work to produce such elements.





## PROFESSIONAL PROFILE

### **Alexander deHilster** *Event Design Manager* *Meetings & Incentives Worldwide*

Alexander deHilster has taken every opportunity over the past 25 years to enrich client ideas with his own creative vision.

Endowed with a true passion for the industry, Alexander is proof positive of his dedication to events that are every bit as unique and out-of-the-ordinary as they are fanciful, as effective as they are visually stunning. Alexander believes that each program should be an experience for the attendees. Originally specializing in the medical industry, Alexander has overseen the planning and execution of both corporate and private events globally.

Prior to joining M&IW, Alexander was an Executive Event Producer with Event Architects. He also was the Principle of ADH Meetings & Events for six years. Alexander's prodigious personal skills were honed on the road while planning and conducting major 3-week motor coach tours throughout the United States and Canada. Alexander boasts a high level of pertinent experience. He mastered an understanding of space – and its potential – which is being used daily in the creation of detailed 3-D floor plans.

Alexander was born in the Netherlands and speaks fluent English, German and French as well as his native Dutch and conversational in Spanish, rendering him an ideal candidate to coordinate events and meetings, both domestic and internationally.

He was inducted into the Hall of Fame as the Best Meeting Professional in 2011 by the Illinois Meeting & Events Magazine. He is an avid philanthropist and serves on the board of the Abzyme Foundation and hosts fundraisers at his home in Chicago. He is also an ambassador for Center on Halsted, one of the largest LGBTQ centers in the country, and teaches two classes a year.

Alexander's amazing creativity and visions is best depicted in his portfolio of events.  
[CLICK HERE](#) to view his photo gallery highlighting different types of events and theming.

